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McKinsey & Company
2022-07-08

Company profile

McKinsey & Company is a world-leading global management consulting company, by the u.s.University of ChicagoBusiness School ProfessorJames McKenzie(James O'McKinsey) Created in the United States in 1926 . Since its inception, McKinsey & Company has been committed to "helping leading organizations achieve significant and lasting improvements in business performance and build outstanding organizations that attract, develop and inspire outstanding talent."organization"For the mission.

McKinsey & Company adopts a "company-in-one" partnership system, with more than 80 branches in 44 countries around the world and a total of more than 7,000 consultants. McKinsey's Greater China offices includeBeijing, Hong Kong, Shanghai and Taipei four branches, with a total of more than 40 directors and more than 250 consultants. Over the past decade, McKinsey has completed more than 800 projects in Greater China, involving the entire company and business unit strategy, corporate finance, marketing/Sales and Channels, Organization, manufacture/purchase/supply chain, technology, product research and development and other fields.

Cooperation overview

In 2017, McKinsey & Company and the Basic Industrial Training Center of Tsinghua University jointly built the Digital Capability Center (DCC), which includes a digital capability exhibition hall and an intelligent learning factory. Since the five-year cooperation, the two parties have carried out long-term cooperation in curriculum development, laboratory co-construction, corporate mentoring, and intern training. McKinsey & Company has been deeply involved in the entire process of DCC from space design, equipment purchase, overall scheme design, case development, and daily operation; and continues to co-construct and co-organize courses and activities.

Cooperation projects

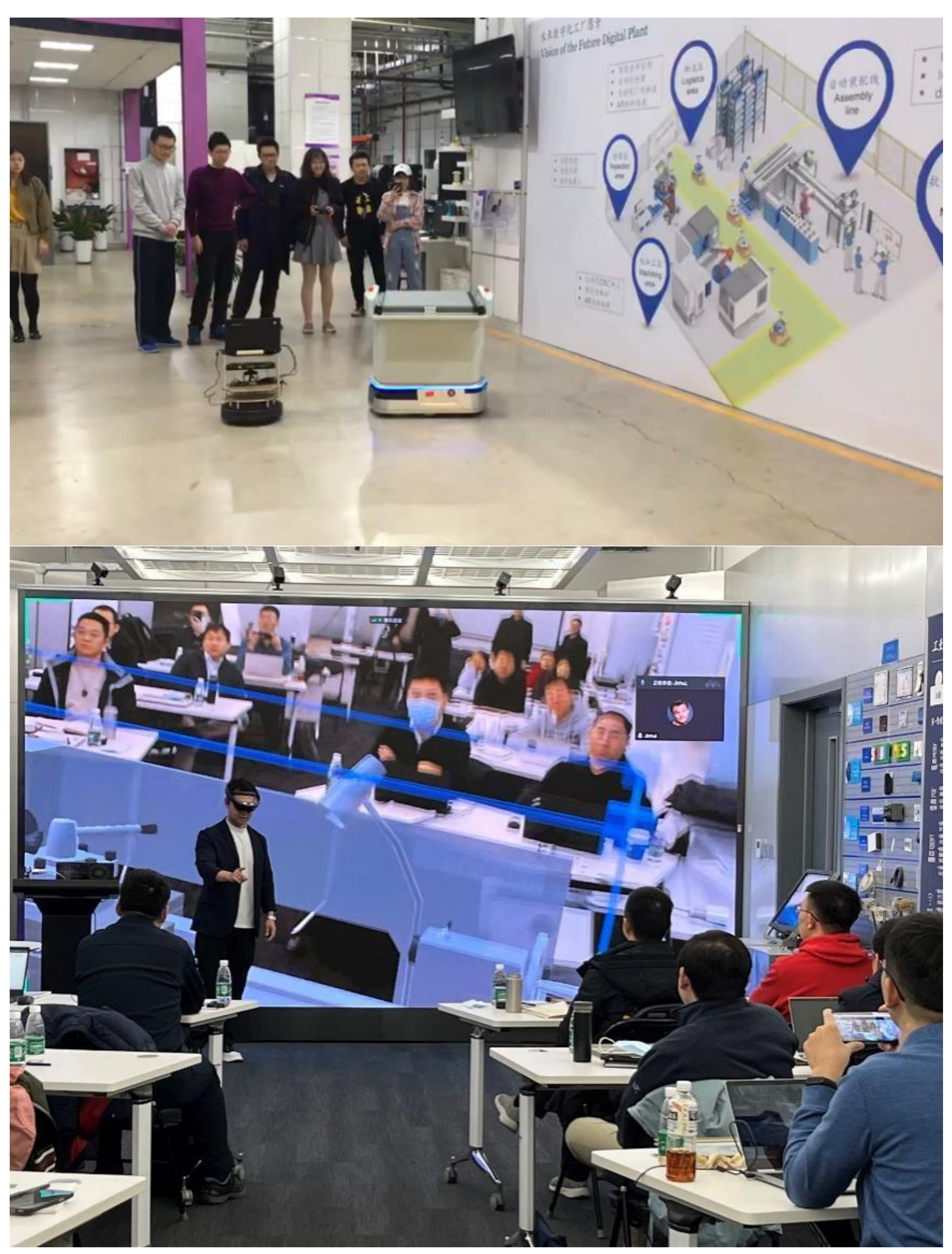
Project 1: Laboratory construction

Jointly carry out space design, production line design, case development, course development, etc. of the Digital Capability Development Center. During the construction process, we made full use of the resources of both parties and connected leading industry companies to join the DCC co-construction, attracting the participation of many well-known domestic and foreign companies. The laboratory construction is carried out in stages. In addition to the digital capability exhibition hall and intelligent learning factory, combined with the training center construction resources, SMT, a typical production line of electronic manufacturing, is also being integrated into the DCC. As the fourth phase of construction content, the following new SMT production lines are targeted, and application scenarios such as digital twins combined with AR technology are used. In the future, we will continue to make efforts in the industrial Internet, artificial intelligence and other directions.



Project 2: Curriculum co-construction and talent cultivation

At present, relying on the Digital Capability Development Center, the training center has built courses related to intelligent manufacturing, which are widely used in courses such as "Mechanical Practical Manufacturing" and "Manufacturing Engineering Experience", with an average number of lecturers of more than 3,000 per year. At the same time, McKinsey & Company also provided relevant support for the construction of the engineering innovation doctoral program "Digital Transformation Strategy and Practice". In addition, interns have been assisting McKinsey & Company in building online courses, and currently have built a series of online courses such as "Digital Performance Management". There are currently more than dozens of interns recruited by DCC, from different departments within the school, who are deeply involved in various construction works of DCC.



Project 3: Activities carried out

The two parties jointly carried out activities and held the "Automotive Industry Intelligent Manufacturing 2025 Executive Forum" and so on. In addition, it continues to serve various units and groups that visit DCC; it conducts multiple corporate lighthouse visits and a series of seminars; currently, DCC has great influence both inside and outside the school.

Cooperation concept

"Integration of industry and research, driven by innovation, teaching and teaching, and creating the future together - empowering the digital transformation of the manufacturing industry in an all-round way and serving the cultivation of digital talents made in China."

Cooperation prospects

2022 marks the fifth anniversary of the establishment of DCC. Both parties have carried out a lot of fruitful work in terms of talent cultivation, corporate digital transformation, and training. In the future, both parties will continue to serve more universities and enterprises in areas such as the digital transformation of lighthouse factories.

Corporate official website

https://www.mckinsey.com.cn

Photos related to cooperation projects




清華大學
Tsinghua University
McKinsey&Com
数字化能力发展中心
Digital Capability Center Opening


McKinsey
& Company

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麦肯锡公司

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企业简介

麦肯锡公司是世界级领先的全球管理咨询公司，由美国芝加哥大学商学院教授詹姆斯·麦肯锡（James O’McKinsey）于1926年在美国创建 。麦肯锡公司自创立以来就以“帮助领先的企业机构实现显著、持久的经营业绩改善，打造能够吸引、培育和激励杰出人才的优秀组织机构”为使命。

麦肯锡公司采取“公司一体”的合作伙伴关系制度，在全球44个国家有80多个分公司，共拥有7000多名咨询顾问。麦肯锡大中华分公司包括北京、香港、上海与台北四家分公司，共有40多位董事和250多位咨询顾问。在过去十年中，麦肯锡在大中华区完成了800多个项目，涉及公司整体与业务单元战略、企业金融、营销/销售与渠道、组织架构、制造/采购/供应链、技术、产品研发等领域。

合作概况

2017年，麦肯锡公司与清华大学基础工业训练中心携手共建数字化能力发展中心（Digital Capability Center，DCC），包括数字化能力展厅和智能学习工厂。合作5年以来，双方在课程开发、实验室共建、企业导师、实习生培养等方面开展了长效合作。麦肯

锡公司深度参与了DCC从空间设计、设备选购、总体方案设计、案例开发、日常运行的全过程；并持续开展课程与活动的共建共办。

合作项目

项目1：实验室建设

共同开展数字化能力发展中心的空间设计、产线设计、案例开发、课程开发等。在建设过程中，充分利用双方资源，对接产业龙头企业加入DCC共建，吸引了多家国内外知名企业参与。实验室建设分阶段开展，除数字化能力展厅和智能学习工厂外，结合训练中心建设资源，正将电子制造的典型产线——SMT也融入DCC中，作为第四期建设内容，新增了以SMT产线为对象，结合AR技术的数字化双胞胎等应用场景。未来还将在工业互联网、人工智能等方向继续发力。



项目2：课程共建与人才培养

目前，依托数字化能力发展中心，训练中心已建设智能制造相关课程，广泛应用于“机械实习制造”“制造工程体验”等课程，年均授课人数超3000人。同时建设工程创新博士课程“数字化转型策略与实践”，麦肯锡公司也提供了相关支持。此外，实习生一直协助麦肯锡公司建设在线课程，目前已建设“数字化业绩管理”等系列线上课程。DCC招募的实习生，目前已累计几十余人，来自校内不同院系，深度参与DCC的各项建设工作。



未来数字化工厂愿景
Vision of the Future Digital Plant
物流区
Logistics area
自动装配线
Assembly line



项目3：活动开展

双方联合开展活动，举办了“汽车行业智能制造2025高管论坛”等。此外，同时持续服务来DCC参观拜访的各单位和团体；开展多场企业灯塔见学和系列研讨会；目前,DCC已在校内外具有较大影响力。

合作理念

“产研融合，创新驱动，传道授业，共创未来——全方位赋能制造业数字化转型，服务中国制造数字化人才培养。”

合作前景

2022年是DCC成立五周年，双方在人才培养、企业数字化转型、培训等方面开展了大量卓有成效的工作。今后，双方将在灯塔工厂数字化转型等领域，持续服务更多院校和企业。

企业官网

https://www.mckinsey.com.cn

合作项目相关照片


Digital Capability
Beijing


清華大學
Tsinghua University
数字化能力发展中心
Digital Capability Center


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